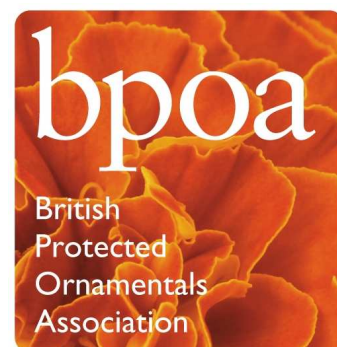




## Tatton Show



Growing together™

June 2011

## AGM 2011 Report

The AGM was held in the Hellidon Lakes Hotel and after a briskly conducted meeting the programme developed to offer an interesting selection of marketing related speakers; the Chairman's Dinner and the second day of technical matters focussing on the development of biological and integrated control techniques.

As is customary, the association has its annual awards in recognition of the effort made on its behalf by the members. This year we had the initial presentation of a new prize given in honour of our recently deceased friend and colleague. The Derf Paton 'Bright Spark' Award was presented to



Mike Smith receives his award from Jean Paton

Mike Smith of WD Smith Ltd, who was delighted to receive his award from Mrs Jean Paton.

The Kentia Silver Palm was presented to Mr & Mrs Caroline and

(Continued on page 4)

## Home Grown Towers

(artist's impression)

The Marketing Committee has planned several events to both promote and support Home Grown. Thanks go to Paul Hansford Managing Director of Thompson and Morgan for supporting the BPOA efforts. At the Hampton Court and Tatton visitors will be greeted at the entrance by two Home Grown Towers over 6 metres tall, planted from top to bottom with Sunpatiens and Impatiens Trailblazer, respectively, each tower topped by a Home Grown flag. Thanks go to Peter Hull and Derek Smith for growing the plants and transporting the towers.

## Southern Event

Join us for a afternoon event looking at a Nursery and Garden Centre business with a technical talk then supper!



**Southern Summer Event**  
6th July 2011



Commencing with a walk around **Newbridge Nurseries GC** (RH12 3LN)

followed by a nursery walk at **Barnsfold Nurseries**, wholesale bedding and pot plant specialists. (RH12 3BP)

The meeting will conclude at the **Mucky Duck Inn** where Neil Helyer of Fargo Ltd has kindly agreed to talk to the meeting. Supper will be provided by the association afterwards.

To reserve your place please contact the BPOA office or email [bpoa@btconnect.com](mailto:bpoa@btconnect.com)

## Home Grown Report

Since the last newsletter, the BPOA Marketing committee members have been very active promoting both the BPOA and Home Grown. On 3 February Home Grown had a stand at the RHS Garden Press event in London, where it was announced to the press that both Gardening Direct and Thompson and Morgan would be both supporting Home Grown. On 1 March, I travelled to the NWBPOA meeting at Heyrose Golf Club to give North West members an update on Home Grown.

On 17 March, Meadowcroft Garden Centre hosted a BPOA event, where 8 speakers gave presentations on a wide range

of industry issues and topics, (see full report on page 2)

Since the last newsletter, being mindful of the needs of businesses in the peak production & marketing period, the Marketing committee has held two meetings, 18 January and 22 March, minutes are available on the BPOA website. My thanks go to all Marketing committee members for their continued commitment, efforts, enthusiasm and support. As with all members I have been making "hay whilst the sun shines". Business has been good and even admitted by a few as very good; the combination of early gardening climate, long bank holiday weekends and, excellent weather has contributed to give the best season in a few years. Several retailers have reported substantial year on year growth in garden related sales.

The decline of Focus has seen an uptake of 20% of the stores by B & Q who it has to be said will improve the gardening offer over that previously offered by Focus. Dobies continue to expand and having visited a number of stores their plant offering is impressive. My local Garden Centre chain

Shoots has been sold to Squires. So in short it has been a good year, interest in gardening has risen as have sales and the acquisition and expansion of garden retail outlets reflects an affirmation of the continued consumer interest in gardening as a long term trend; this is further af-



Trumpet Blower award presented to the Marketing Committee

(Continued on page 4)



## Upcoming events

### Southern Area meeting.

The next meeting moves south as part of the programme of taking marketing committee meetings around the country and will be on 6th July at Hollyacre Plants starting at 10.30am; all members are welcome.

Planning is well advanced for a BPOA South event on 6th July, starting at 3.00pm including a tour of Newbridge Nurseries Garden Centre, Barnsford Nurseries crop walk followed by a speaker—Neil Helyer of Fargro on P&D and

supper in a nearby pub.

Please contact the BPOA office for full details.

### RHS Hampton Court Flower Show

5-10th July

Home Grown Towers on display! (Sunpatiens)

### RHS Tatton Show

The Home Grown towers will feature at RHS Tatton Show 20-24 July; being each side of the main public east entrance. We fully expect to receive widespread

press and TV coverage for both events. (Towers: Trailblazer Impatiens)

### Woking Show

Home Grown will have its own stand at the Woking Show on 13 July.

### Four Oaks Show

September 7th & 8th 2010

Lower Withington

Cheshire

Visit the BPOA/ NFU stand in

Hall E no. 141

### AGM & Conference

February 7/8th 2012

Hellidon Lakes Hotel

Daventry

This year the AGM and conference will again include several marketing related presentations as well as a technical session.

## Meadow Croft Event March 17<sup>th</sup> 2011

In the eighth year of the Meadow Croft Pansy and Viola Festival, the BPOA was invited by W.D. Smith



Pansy & Viola Festival display

to coordinate a grower meeting with the chosen theme of 'New dimensions-extending seasons' and each speaker from the sponsoring companies interpreted this for the audience. The whole meeting was sponsored by the following companies:

**Ball-Colegrave/ Beekenkamp/ Hortipak/ Hollyacre / King's Seeds / NFU / Planta Vera / Syngenta**

The meeting was chaired by the well known horticultural journalist and personality, Peter Seabrook.

The presentations began with James Buffoni speaking on the Hortipak use of 'Clic2C' system which imposes watermark technology on printing which allows a rich web experience to be linked to plant labelling to further inform and entertain and consumer. The information on labels can, very quickly, via a smart phone scanner, link the product with interesting information such as an informative video on plant use from the RHS.

Following James came Heike Gronemann from Syngenta who gave a fascinating presentation of new breeding and techniques to

extend the seasons with it. She highlighted the benefits of using new breeding such as that involved in the breeding of the new type of Diabunda/ Barberini and Dianthus barbatus.

Sirekit Mol from Beekenkamp described recent initiatives in Holland concerning grower's co-operation on lifestyle magazines such as 'Home and Garden', on what is known as collaborative marketing.

Stuart Lowen of Ball-Colegrave spoke about new ideas and innovative ways of using plant mate-



Stuart Lowen—Ball Colegrave

rial such as the vertical gardening which is presenting plants in new and exciting ways to entertain the consumer.

Hollyacre Plants Ltd invited Marcel van Vemde to speak about the new gerbera from breeding at Florist which includes the recently released Garvinea. He described how they have looked for a particular product which had all the attraction and colour of the original gerbera varieties but also had good habits and would be hardy in the garden to -6°C. They are now developing the consumer information and education programme to bring these interesting new plants to wider public and to show them how we can use them better in our gardens. It has become extremely important to



Sirekit Mol—Beekenkamp

illustrate the differences between the two types of gerbera as many people are familiar with gerbera as indoor pot plants.

Ian Riggs of King's Seeds spoke about the 'grow your own' revolution which is become such a phenomenon in current amateur gardening circles and he explained how the economic pressures on families together with the interest in gardening has brought about a very large increase in vegetable seeds sales and also a huge development of allotment gardening.

He also gave a presentation on the development of the Home Grown scheme and the origination of the logo to accompany the scheme which is being promoted now to growers and retailers as a device for encouraging consumers to select home grown produce when given the choice in their garden centres.

Morris May of Planta Vera spoke on how to make money from the internet and in particular how he is developing a new website to collect gardening information and commercial intelligence and make it available to a wide range of users who are looking for good reliable information.

Finally Peter Seabrook brought together, as chairman, the strands which had been laid out by the various speakers and he selected two themes which he thought were consistent throughout the evening: education and communication. He has been connected with horticultural education for many years and is very keen to stress the importance of developing the interest of young people in plants. He told us a little bit about a recent project in which they were taking plants into schools and letting pupils get their hands dirty and have fun handling the plants.

Wayne Brough of HDC gave the meeting a short update on the progress of the response to the Defra peat consultation.

Having had a very entertaining evening with some diverse speakers at the meeting we were all happy to close and join together for a little light supper and spend some time chatting over the food before departing later in the evening.

Attended by around 80 from all parts of the ornamentals industry, there was a lot of positive comment regarding the meeting. It has been a particularly valuable opportunity to have such a meeting at the pansies and viola festival and the hope was expressed by many that a similar event would be possible next season.

*Simon Davenport*

## Chairman's Notes

Apologies for the shortness of these notes, but since the AGM it has been non-stop! Thanks must go to David Fox for chivvying me along to write these notes! It seems like it is in the dim and distant past that we were all at the AGM, and for those of you who attended I hope you found it useful. We changed the format this year by having days dedicated to marketing and technical which I thought worked really well and was able to take some good information back to the business. We are already in the throes of planning next year's AGM so if you have any comments or suggestions then please feed them in to the BPOA executive.

As you will no doubt see from the newsletter the technical and marketing committees are again moving things forward, whether it be pushing DEFRA on some of their consultations, to moving apace on Home Grown! I know I keep on saying it, but the guys and gals on



these committees do a fantastic job pushing our industry and meeting our needs. Right, you don't need me wittering at you, hope the season has started well for you all and continues to go well. Best of British luck to you all!

*Sarah Fairhurst*

## Chelsea Gold

Once again the NFU, Penny Riley and her team did us proud! The

detail in its preparation. The team of up to 20 people takes 8 days to



*Looking out from the stand at the many admirers*

world of horticulture was celebrated in the prize winning stand which always attracts a great deal of interest from the public including a large number of foreign visitors and admirers many of whom actually stop to say that it is their favourite stand in the show for all the material and the attention to

collect material from all the growers and build up the stand and that shows in the final presentation.

The sponsors, Waitrose, also can take pride in the cooperation which brings greater awareness of the availability of British grown produce, flowers and plants.

## Garden Press Event



*Morris May and David Fox*

Thursday 3 February became Home Grown Day; the chosen event was the Garden Press Event at the RHS halls London.

Thanks go to Morris May, Kings Seeds and W.D. Smith for covering the cost of the stand and providing stand personnel. Home Grown

created great interest, but more importantly genuine enthusiasm from the UK Horticulture Press for Home Grown.

Several companies signed up for



Home Grown on the day, Home Grown received extensive press coverage and public support from

the national and specialist media,



*Flying Brands and Charlie Dimmock endorse Home Grown*

including BBC Gardeners World, The Times, Daily Mirror, The Sun and well known Gardening personalities.



*Thompson and Morgan supports Home Grown*

*Ian Riggs*

## In brief-

The Royal Parks called us in response to the appeal from a national newspaper and told us that they would like it to be known that they were most touched and grateful for a number of offers of assistance from BPOA members.

They did not intend to have the red tulips flowering for the Royal



Wedding and did not need to replace them.

The tulips were originally planted to decorate the gardens for the London Marathon on the previous weekend. They would, normally, have been expected to make the wedding but as we all know the unseasonably hot weather in April

had a number of effects on the development of flowers and plants.

As may be seen from the photograph, the wallflowers made an excellent display.

*Editor*

## Caption Competition



This edition's competition shows a marketing seminar taking place on the stand of a well known

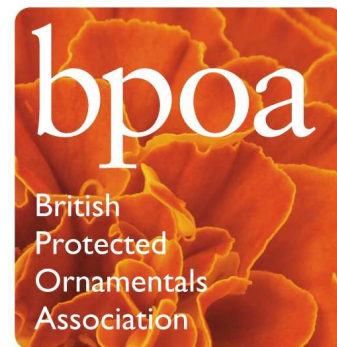
wholesaler at the IPM Essen. The slogan from this event was (as shown by the motivational speaker pictured right): 'Flowers and plants make life more beautiful—and we the lives of our customers. With individual offers and perfectly tailored service.'



But what would you say? Please send us your suggestions for a suitable caption to the usual address. Large cash prizes may be won.

The last edition's winning entry by virtue of its uniqueness, topicality and printability was from a Mr N.W. of Barnsfold with this entry:

**"You did make sure that it was grown in peat free compost didn't you darling?"**



**Growing together™**



## AGM 2011 and Awards continued

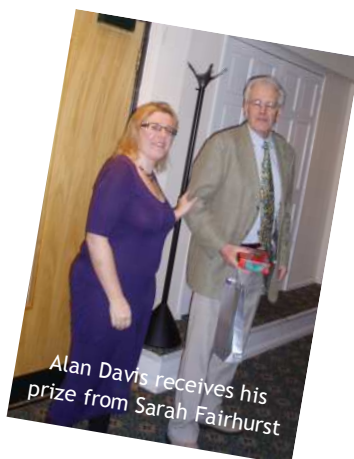


(Continued from page 1)

Will Lamb of Baginton Nurseries. The Trumpet Blower Award was presented to the Marketing Committee as a group to recognise the contribution that they have made to the development of the Home Grown mark.

As retiring chairman of the Technical Committee, Alan Davies, was given a present of some golf

balls and a bottle of something to drink after the game; a small gesture of appreciation of his sterling effort over a number of years.



(Despite there being much better weather this year than last when it snowed, the golf day was not played during the AGM and conference but is planned by Keith Ball to take place in September this year)



Finally, The Alan Hendy Award was presented to a surprised and delighted John Hawking of Springfield Nurseries.

Following the dinner, entertainment in the form of casino gambling, bowling and a golf simulator were available or if all that was too much then a quiet drink in the bar.

The evening was sponsored by

**LS Systems & Syngenta Flori Pro**

## Radio Lancaster

The Stephen Lowe show on BBC Radio Lancaster was broadcast LIVE from On Sunday 17 April Arden Lea Nurseries 11.00am - 2.00pm.

Our own, well known radio personality, Duncan Taylor, used this opportunity to educate the local gardening public and feature some new products as well.

Congratulations and thanks to Messrs Taylor for all their efforts in widening the interest and knowledge of large scale plant production.

Ian Riggs also gave an interview on the meaning of Home Grown to the man in the Clapham Garden Centre and the BPOA as well!

## Home Grown

(Continued from page 1)

firmed as Ideal World, the TV shopping channel on Sky, Virgin and Freesat has purchased Garden Bargains. Last year I asked a mar-

keting professional what were going to be the major trends over the next few years; his reply in the next two/three years the single largest trend will be Red, White and Blue, a huge interest generated and supported by the Royal Wedding, Diamond Jubilee and the Olympics. Now has never been a better time to

plan to join and use Home Grown especially for 2012 crops.

Finally, the Marketing Committee continues to promote Home Grown at every opportunity as members have seen from features in the trade and garden retail press. The BPOA is asked to comment on numerous industry issues

and in the last couple of months Sarah, Morris, David, Simon and I contributed to press articles. Hoping the season ends well and on a high for all growers and allied trades and no hosepipe restrictions

*Ian Riggs*



BPOA is a specialist producer group within the NFU

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